GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3803
ANSWERED ON:23.12.2004
REVENUE EARNINGS OF DD/AIR
Bansal Shri Pawan Kumar;Boianapalli Shri Vinod Kumar;Reddy Shri Karunakara G.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the revenue earnings of Doordarshan and AIR have increased specially by the telecast of advertisements during the last three years;

(b) if so, the total revenue earned by each Doordarshan and AIR Centre during the last three years and till date;

(c) the percentage of hike in rates of advertisement during the above period; and

(d) the steps being taken to attract more and more advertisements through Doordarshan and AIR and to improve the working of Doordarshan and AIR?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) : Prasar Bharati has informed that the revenue earned by AIR has been increasing constantly. The details of commercial revenue earned by DD/AIR during last three years is as follows:-

(Rupees in crores)

Year	AIR	Doordarshan
2001-02	96.69	615.21
2002-03	102.25	553.81
2003-04	117.70	530.23

(b) Information is being collected and will be laid on the table of the house.

(c): Prasar Bharati has informed that keeping in view the highly comparative market scenario, rates of telecast of advertisements over Doordarshan have been static during last three years. AIR has, however, rationalized its rates for advertisements in the year 2002 according to the changing market scenario, which has resulted in decreasing the rates of sponsored programmes on its primary channel by 40% and increasing the spot rates of all channels by approximately 10%.

(d): Prasar Bharati has informed that various steps have been taken by Doordarshan to attract the clients on Doordarshan Channel, which include volume discount schemes for direct booking of the advertisements on DD and bonuses for telecast of advertisements including for Government schemes/projects. Value additions are also being given to clients in the form of branded promos on DD channels, to promote the programmes free of cost. As regards AIR, rationalization of rate card and aggressive marketing of the medium are amongst the steps taken to attract more advertisements.